



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Earl Littman, John E. McGinnis, §  
And Rodney C. Montrose §  
Serial No.: 10/616,000 § Group Art Unit: Unknown §  
Filed: July 09, 2003 § Examiner: Unknown §  
For: Method and System of §  
Advertising §

**INFORMATION DISCLOSURE STATEMENT**

Mail Stop IDS  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Att'y Docket No. 2180-00101

Date: July 25, 2003

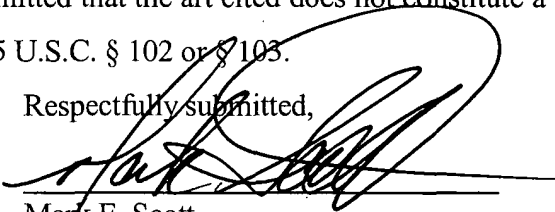
Sir:

This Information Disclosure Statement, including completed Form PTO-1449, comprises a list of pertinent art of which Applicants are aware. A copy of each publication listed on Form PTO-1449 is enclosed herewith.

The relevance of the cited art is that it was identified by an experienced searcher looking for art in this field of endeavor.

The submission of this Information Disclosure Statement and the references submitted therewith is not an admission that the art cited is "prior" with respect to the present invention, nor is it a representation, that no better art exists. Applicants hereby reserve the right to swear behind or otherwise disprove any alleged "prior" nature of any art cited should the facts support and the situation warrant such an action. It is submitted that the art cited does not constitute a bar to the patentability of Applicants' invention under 35 U.S.C. § 102 or § 103.

Respectfully submitted,

  
Mark E. Scott  
PTO Reg. No. 43,100  
CONLEY ROSE, P.C.  
P.O. Box 3267  
Houston, TX 77253-3267  
(713) 238-8000 (Phone)  
(713) 238-8008 (Fax)  
ATTORNEY FOR APPLICANTS



PTO/SB/08a (05-03)  
Approved for use through 04/30/2003. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE  
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet **One** of **Two**

### Complete if Known

Application Number	10/616,000
Filing Date	July 09, 2003
First Named Inventor	Earl LITTMAN
Art Unit	Unknown
Examiner Name	Unknown
Attorney Docket Number	2180-00101

### U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 4,130,801	12-19-1978	Prygoff	
		US- 4,962,466	10-09-1990	Revesz et al.	
		US- 5,305,195	04-19-1994	Murphy	
		US- 5,392,066	02-21-1995	Fisher et al.	
		US- 5,557,721	09-17-1996	Fite et al.	
		US- 5,642,484	06-24-1997	Harrison, III et al.	
		US- 5,664,948	09-09-1997	Dimitriadis et al.	
		US- 5,946,646	08-31-1999	Schena et al.	
		US- 5,955,710	09-21-1999	DiFranza	
		US- 6,009,409	12-28-1999	Adler et al.	
		US- 6,073,727	06-13-2000	DiFranza et al.	
		US- 6,082,500	07-04-2000	Amo et al.	
		US- 6,206,142	03-27-2001	Meacham	
		US- 6,250,428	06-26-2001	Amo et al.	
		US- 6,288,688	09-11-2001	Hughes et al.	
		US- 6,298,218	10-02-2001	Lowe et al.	
		US- 6,312,152	11-06-2001	Dee et al.	
		US- 6,341,668	01-29-2002	Fayette et al.	

### FOREIGN PATENT DOCUMENTS

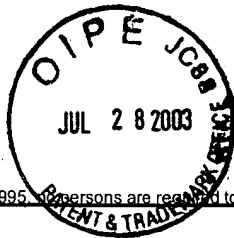
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



PTO/SB/08a (05-03)

Approved for use through 04/30/2003. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet Two of Two**Complete if Known**

Application Number	10/616,000
Filing Date	July 09, 2003
First Named Inventor	Earl LITTMAN
Art Unit	Unknown
Examiner Name	Unknown
Attorney Docket Number	2180-00101

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US- 6,385,592	05-07-2002	Angles et al.	
		US- 6,390,376	05-21-2002	Bermel	
		US- 6,414,602	07-02-2002	Polyakov	
		US- 6,424,998	07-23-2002	Hunter	
		US- 2001/0034763A1	10-25-2001	Jacobs et al.	
		US- 2001/0053996A1	12-20-2001	Atkinson	
		US- 2001/0052841A1	12-20-2001	Polyakov	
		US- 2002/0007987A1	01-24-2002	Amo et al.	
		US- 2002/0066621A1	06-06-2002	Wilson et al.	
		US-			
		US- 2002/0069113A1	06-06-2002	Stern	
		US- 2002/0101392A1	08-01-2002	Hughes et al.	
		US- 2002/0112925A1	08-22-2002	DiFranza et al.	
		US- 2002/0120500A1	08-29-2002	Johnson	
		US- 2002/0167416A1	11-14-2002	Polyakov	
		US- 2002/0184098A1	12-05-2002	Giraud et al.	
		US-			
		US-			

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>

Examiner Signature	Date Considered
--------------------	-----------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.